

# EXHIBIT H

**Re: Swimsuit and SI Kids**

hillary.drezner@si.com Hillary Drezner  
To: msherman@authentic.com Michael Sherman  
Cc: matthew.lombardi@maven.io Matthew Lombardi, mara.milam@si.com Mara Milam  
+ Mara

Thursday, March 14, 2024 at 8:11:25 AM Pacific Daylight Time

On Mar 14, 2024, at 10:49 AM, Michael Sherman <[msherman@authentic.com](mailto:msherman@authentic.com)> wrote:

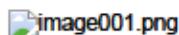
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You can disregard SI Kids if we want to focus on Swim for now.

Thanks,

Michael

**Michael Sherman**

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O: 646.876.8499 | M: 917.485.9166

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**Sent:** Wednesday, March 13, 2024 3:14 PM  
**To:** Michael Sherman <[msherman@authentic.com](mailto:msherman@authentic.com)>  
**Subject:** Swimsuit and SI Kids

Michael - for the Swimsuit and SI Kids projects can you please get me the following so we can start mapping and pricing out costs for the transition.

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**Attachments:**

[image001.png](#) 15k

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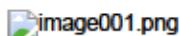
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[SI SwimSearch Entrants \(2022\) -- 03-14-24.csv](#) 199k

[SI Swim Brand Partner List -- 03-14-24.csv](#) 456k

[SI Swimsuit Best Of Awards - ZoomInfo2 -- 03-14-24.csv](#) 456k

[Newsletter - The Swimfluence -- 03-14-24.csv](#) 596k

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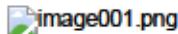
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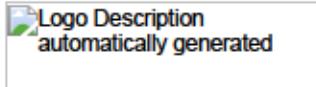
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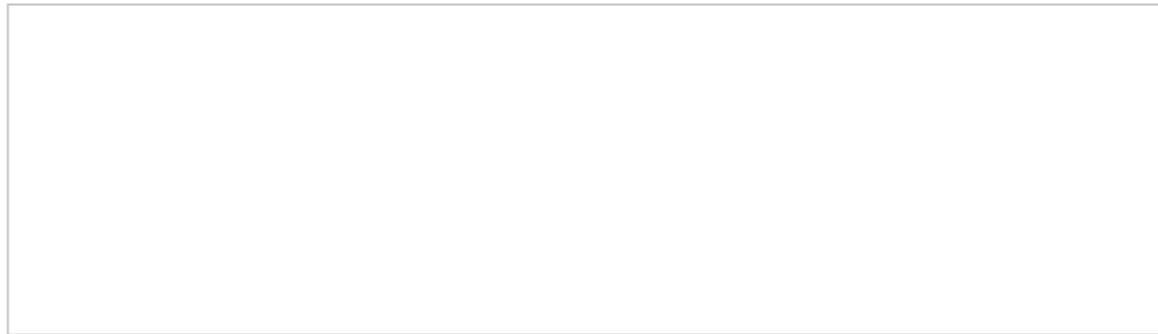
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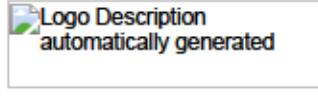
Christina Shanahan  
**SVP, ENTERTAINMENT MARKETING**  
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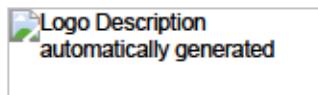
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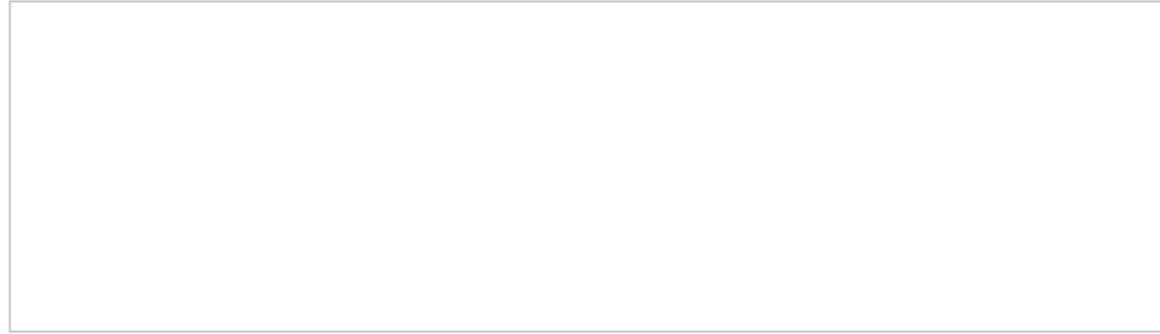
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*Deputy Editor, Digital*  
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 Logo Description automatically generated

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SENIOR VICE PRESIDENT, MEDIA BRANDS

[1411 Broadway](#) 21<sup>st</sup> Floor | New York, NY 10018

O: 646.876.8499 | M: 917.485.9166

[msherman@authentic.com](mailto:msherman@authentic.com) | [www.authentic.com](http://www.authentic.com)

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**Sent:** Thursday, March 14, 2024 3:54 PM  
**To:** Hillary Drezner <[hillary.drezner@si.com](mailto:hillary.drezner@si.com)>  
**Cc:** Michael Sherman <[msherman@authentic.com](mailto:msherman@authentic.com)>  
**Subject:** [EXTERNAL] Re: Swimsuit and SI Kids

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**Attachments:**

[image001.png](#) 15k

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[cshanahan@authentic.com](mailto:cshanahan@authentic.com) Christina Shanahan

Thursday, March 14, 2024 at 3:22:11 PM Pacific Daylight Time

To: [mara.milam@si.com](mailto:mara.milam@si.com) Mara Milam, [bjata@authentic.com](mailto:bjata@authentic.com) Ben Jata, [mfernandez@authentic.com](mailto:mfernandez@authentic.com) Mariana Fernandez

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Christina



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*Deputy Editor, Digital*

Sports Illustrated Swimsuit

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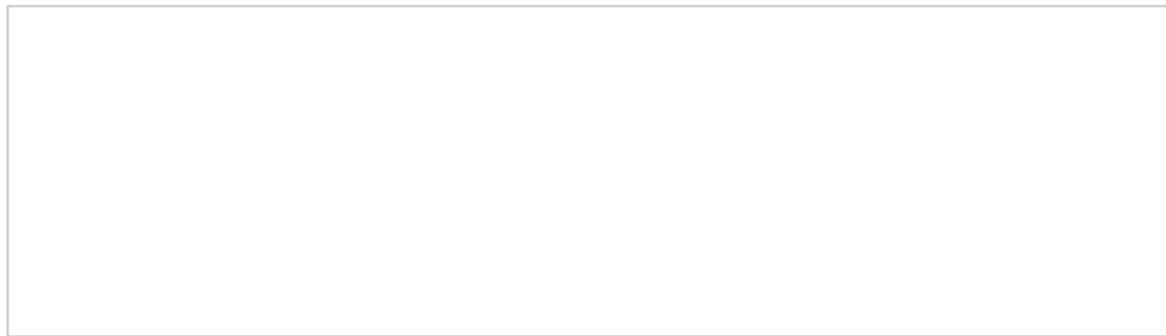
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[image001.png](#) 15k

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[mfernandez@authentic.com](mailto:mfernandez@authentic.com) Mariana Fernandez

Thursday, March 14, 2024 at 3:48:08 PM Pacific Daylight Time

To: [cshanahan@authentic.com](mailto:cshanahan@authentic.com) Christina Shanahan, [mara.milam@si.com](mailto:mara.milam@si.com) Mara Milam, [bjata@authentic.com](mailto:bjata@authentic.com) Ben Jata

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Hi Mara,

My gmail is [marianaf288@gmail.com](mailto:marianaf288@gmail.com).

Thanks!

Mariana

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Mara—if you could also add [@Mariana Fernandez](#) copied here, that would be great. She'll share her gmail.

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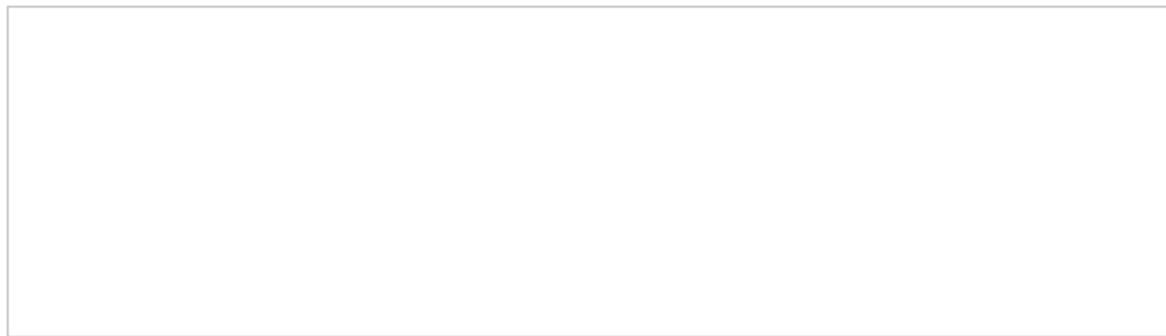
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[image001.png](#) 16k

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[mara.milam@si.com](mailto:mara.milam@si.com) Mara Milam

Friday, March 15, 2024 at 10:01:24 AM Pacific Daylight Time

To: [mfernandez@authentic.com](mailto:mfernandez@authentic.com) Mariana Fernandez

Cc: [cshanahan@authentic.com](mailto:cshanahan@authentic.com) Christina Shanahan, [bjata@authentic.com](mailto:bjata@authentic.com) Ben Jata, [hillary.drezner@si.com](mailto:hillary.drezner@si.com) Hillary Drezner,

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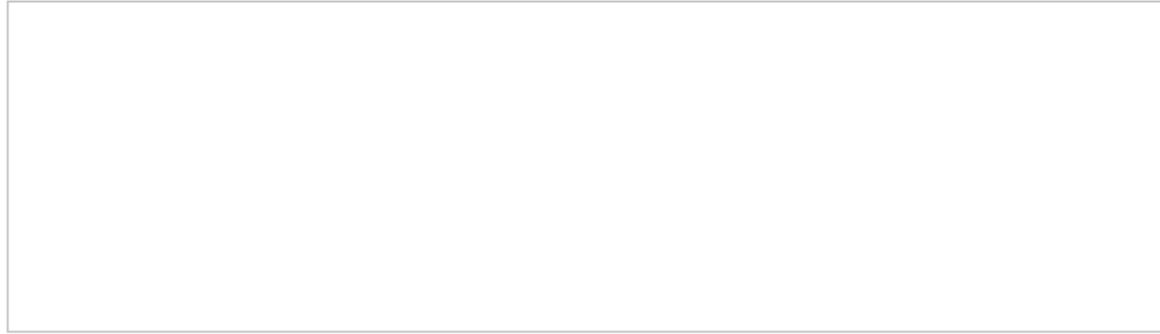
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---

**From:** Mara Milam <[mara.milam@si.com](mailto:mara.milam@si.com)>  
**Date:** Friday, March 15, 2024 at 1:01 PM  
**To:** Mariana Fernandez <[mfernandez@authentic.com](mailto:mfernandez@authentic.com)>  
**Cc:** Christina Shanahan <[cshanahan@authentic.com](mailto:cshanahan@authentic.com)>, Ben Jata <[bjata@authentic.com](mailto:bjata@authentic.com)>, Hillary Drezner <[hillary.drezner@si.com](mailto:hillary.drezner@si.com)>, Michael Sherman <[msherman@authentic.com](mailto:msherman@authentic.com)>  
**Subject:** Re: [EXTERNAL] Re: Swimsuit and SI Kids

Added!

On Thu, Mar 14, 2024 at 3:48 PM Mariana Fernandez <[mfernandez@authentic.com](mailto:mfernandez@authentic.com)> wrote:

Hi Mara,

My gmail is [marianaf288@gmail.com](mailto:marianaf288@gmail.com).

Thanks!

Mariana

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**From:** Christina Shanahan <[cshanahan@authentic.com](mailto:cshanahan@authentic.com)>  
**Date:** Thursday, March 14, 2024 at 6:22 PM  
**To:** Mara Milam <[mara.milam@si.com](mailto:mara.milam@si.com)>, Ben Jata <[bjata@authentic.com](mailto:bjata@authentic.com)>, Mariana Fernandez <[mfernandez@authentic.com](mailto:mfernandez@authentic.com)>  
**Cc:** Hillary Drezner <[hillary.drezner@si.com](mailto:hillary.drezner@si.com)>, Michael Sherman <[msherman@authentic.com](mailto:msherman@authentic.com)>  
**Subject:** Re: [EXTERNAL] Re: Swimsuit and SI Kids

Mara—if you could also add @Mariana Fernandez copied here, that would be great. She'll share her gmail.

Thanks again,

Christina

Christina Shanahan

**SVP, ENTERTAINMENT MARKETING**

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**From:** Mara Milam <[mara.milam@si.com](mailto:mara.milam@si.com)>

**Date:** Thursday, March 14, 2024 at 4:27 PM

**To:** Ben Jata <[bjata@authentic.com](mailto:bjata@authentic.com)>

**Cc:** Christina Shanahan <[cshanahan@authentic.com](mailto:cshanahan@authentic.com)>, Hillary Drezner <[hillary.drezner@si.com](mailto:hillary.drezner@si.com)>, Michael Sherman <[msherman@authentic.com](mailto:msherman@authentic.com)>

**Subject:** Re: [EXTERNAL] Re: Swimsuit and SI Kids

Thank you!

Mara Milam

*Deputy Editor, Digital*

Sports Illustrated Swimsuit

[mara.milam@si.com](mailto:mara.milam@si.com)

(310) 384-5163

On Thu, Mar 14, 2024 at 1:21 PM Ben Jata <[bjata@authentic.com](mailto:bjata@authentic.com)> wrote:

[bjataabgnyc@gmail.com](mailto:bjataabgnyc@gmail.com) is mine for Google search console, GA, and any other Google properties.

Thanks,

Ben Jata

**VP, GLOBAL DIGITAL OPS**

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[bjata@authentic.com](mailto:bjata@authentic.com) | [authentic.com](#)

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**From:** Michael Sherman <[msherman@authentic.com](mailto:msherman@authentic.com)>

**Sent:** Thursday, March 14, 2024 2:55:24 PM

**To:** Mara Milam <[mara.milam@si.com](mailto:mara.milam@si.com)>; Hillary Drezner <[hillary.drezner@si.com](mailto:hillary.drezner@si.com)>

**Cc:** Christina Shanahan <[cshanahan@authentic.com](mailto:cshanahan@authentic.com)>; Ben Jata <[bjata@authentic.com](mailto:bjata@authentic.com)>

**Subject:** RE: [EXTERNAL] Re: Swimsuit and SI Kids

Hey – Christina and Ben can provide theirs. Mine is [Sherman.michael4@gmail.com](mailto:Sherman.michael4@gmail.com).

Thanks!



**Michael Sherman**

SENIOR VICE PRESIDENT, MEDIA BRANDS

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[msherman@authentic.com](mailto:msherman@authentic.com) | [www.authentic.com](http://www.authentic.com)

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**From:** Mara Milam <[mara.milam@si.com](mailto:mara.milam@si.com)>  
**Sent:** Thursday, March 14, 2024 3:54 PM  
**To:** Hillary Drezner <[hillary.drezner@si.com](mailto:hillary.drezner@si.com)>  
**Cc:** Michael Sherman <[msherman@authentic.com](mailto:msherman@authentic.com)>  
**Subject:** [EXTERNAL] Re: Swimsuit and SI Kids

Michael, can you provide a gmail address for access to GA?

On Thu, Mar 14, 2024 at 11:44 AM Mara Milam <[mara.milam@si.com](mailto:mara.milam@si.com)> wrote:

Hi all,

- I've added both Michael and Ben to Google Search Console access for [swimsuit.si.com](http://swimsuit.si.com) and [lifestyle.si.com](http://lifestyle.si.com). I'm awaiting confirmation that they have been added to GA.
- Email subscriber lists are attached. They include (The Swimfluence Newsletter, SI Swimsuit Best Of Awards, entrants, SI Swim Brand Partner List, SI Swim Search Entrants (2022)).

On Thu, Mar 14, 2024 at 8:11 AM Hillary Drezner <[hillary.drezner@si.com](mailto:hillary.drezner@si.com)> wrote:

+ Mara

On Mar 14, 2024, at 10:49 AM, Michael Sherman <[msherman@authentic.com](mailto:msherman@authentic.com)> wrote:

Hi Matt and Hillary –

See below from our tech guy. I'm sure there will be more requests but let's start here. I'm certainly out of my depth and we're typically used to transitioning retail sites for Juicy tracksuits, etc., so appreciate your help as we scramble to make this happen.

You can disregard SI Kids if we want to focus on Swim for now.

Thanks,

Michael



**Michael Sherman**

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**From:** Ben Jata <[bjata@authentic.com](mailto:bjata@authentic.com)>  
**Sent:** Wednesday, March 13, 2024 3:14 PM  
**To:** Michael Sherman <[msherman@authentic.com](mailto:msherman@authentic.com)>  
**Subject:** Swimsuit and SI Kids

Michael - for the Swimsuit and SI Kids projects can you please get me the following so we can start mapping and pricing out costs for the transition.

- Zone files for [sikids.com](http://sikids.com) and swimsuit
- Database and list of subscribers
  - Google Analytics and Search Console access for both

Separately, if we are going to replicate all content then I need an extract of everything from CMS – copy, images, etc.

If there are any other sub sites that we are going to take on please let me know.

Thanks,

Ben Jata

VP, GLOBAL DIGITAL OPS

1411 Broadway 21st Floor | New York, NY 10018

M: 727.287.0504

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**Attachments:**

[image001.png](#) 16k

image002.png 15k